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IRIS HAS COME INTO ITS OWN AT LAST.

This familiar and well-beloved flower of spring is decidedly refreshing with the purity of its beauty and its haunting fragrance, they bid fair to outrival the aristocratic Orchid in the wide range of colors, which includes yellows, blues, reds and whites. The winsome modest beauty of

some of the varieties form a striking contrast to their more glorious sisters arrayed in a sheen of iridescent splendor. They are perfectly hardy and require only ordinary cultivation. They succeed in various kinds of soils and conditions.

Price: 15c each; \$1.50 per dozen. (By mail 10c extra.)

Mme. Chereau—White frilled with shaded lilac. Fragrant. Very beautiful; free blooming variety.

Celeste—Large, open flower of pure celestial blue, changing to porcelain blue as it ages.

Darius—Standard petals rich lemon yellow, falls lilac, bleaching on edge, orange beard. One of the most distinct.

Khedive—Striking dark blue flower; fine for massing. Mixture of the above, our selection, \$1.00 per dozen.



German Iris



Festiva Maxima Peony

Herbaceous Peonies

The old-fashioned Peony officinalis of grandmothers' gardens, while still popular because of its early flowering, has been eclipsed by the marvelous improved sorts of recent years. They are well adapted to massing in beds, and particularly valuable for planting in groups throughout the perennial or shrubbery border. They are perfectly hardy; and require little attention.

Boule De Neige—Very large, medium globular, semi-rose type. Milk white guards and center prominently flecked with crimson. 75c each.

Edulis Superba—One of the large, strong, best early pinks; very fragrant. Price, 75c each.

Felix Crousse—The leading red; late; fine form; fragrant; everyone should have this variety. 75c

Festiva Maxima—Very large; pure white with crimson marks; loose petalage; very early; should be in every garden. 75c each.



Peonies

PEONY SPECIAL—3 Bulbs: 1 White, 1 Pink, 1 Red, Our Selection for \$1.25.

Imported Bulbs - Shrubs - Perennials MEMPHIS FLORAL COMPANY 54 S. Main St., Memphis, Tenn.



BULBS FOR HOUSE PLANTS

Freesia—Bears clusters of delicately scented white flowers on long graceful stems. Easily grown in pots indoors if placed near a window and not kept too warm. 50c per dozen (Postage 5c doz).

Calla Lily—This large white general favorite is one of the easiest to grow. Give rich soil, and abundance of water and heat. Large bulbs, 35c each; 3 for \$1.00.

BULBS FOR WATER CULTURE INDOORS

These three may be grown in pots of earth, but will bloom splendidly in water and rocks from 6-8 weeks, if placed in shallow bowls, a few coarse pebbles being placed around the bulbs to keep them from turning over when in flower.

Paper White Narcissus—Clusters of pure white flowers; very fragrant. 10c each; \$1 per dozen. (By mail 10c extra.)

Chinese Sacred Lily—Bulbs of immense size, bearing a profusion of delicately scented blooms, white with orange cups. 35c; 3 for \$1.

French Roman Hyacinths—The "Christmas Hyacinth," especially prepared for water culture. Graceful trusses of fragrant white bells. 20c each; \$2.00 per dozen. (By mail 10c extra.)

The One Best Rose

The limited space in this folder does not permit our listing a great number of varieties, hence we offer but one, the magnificent Rose,

RADIANCE—This Rose gives wealth of bloom spring, summer and fall and should be planted freely in every garden. The flowers are large and full and of a lovely rose-pink color. Strong 2 year field-grown plants that will bloom freely from the start. SPECIAL at 75c each.

Hardy Perennials

Hollyhock—Double. Its long spikes of rose-like flowers are particularly well suited to plant against wall or fence or in hardy perennial borders. Five best colors—yellow, crimson, white, maroon and pink. Strong plants, 25c each, \$2.50 per dozen. One each of the five colors, \$1.00.

Shasta Daisy—Flowers pure white with gold center, petals very long and center soft and velvety. Long blooming period. Strong 2-year roots, 25c each; \$2.50 per dozen. (Postage extra.)



Hardy Shrubs

(Shipment by express account weight.)

Althea (Joan of Arc)—Finest double white Althea ever introduced. From early summer to late autumn is covered with large, perfectly double, pure white flowers, three inches across. Compact, shapely specimen plants, 5-6 feet tall. 60c each.

Forsythia, or Golden Bells—Earliest shrub to bloom. Mass of golden, bell-like flowers in March. Heavy, specimen plants, 5-6 feet tall. 60c each.

Spirea Billardi—Plume-like spikes of rose colored flowers in summer. Large 3 year plants. 60c each.

Euonymous Japonica—Because of its rich, handsome evergreen foliage is in great demand for foundation and specimen planting. Shapely, well-branched 2 year plants from field at 75c each; \$7.50 per dozen.

Euonymous Radicans Variegata—Beautiful evergreen creeping plant with pretty foliage, variegated deep green and white. Very showy for covering low walls and stumps. From pots, 35c each; \$3.50 per dozen.

RAMBLER ROSES

Dorothy Perkins, shell pink; and Crimson Rambler, deep red. These two varieties are rapid growers and soon cover a pergola or trellis. Very free bloomers. Two sizes, 50c and 75c each. Exceptional values.

These prices cash with order. Do not omit postage or bulbs will be deducted to cover same. We send only first quality stock, but do not guarantee growth or results in any way.

TULIPS Bought Now—Enjoyed Next Spring



Single Tulips

COTTAGE GARDEN TULIPS

This lovely late-flowering class of tulips is effective in all decorative work. Extremely hardy, they flower about Memorial Day.

Price: 75c per doz; \$5.75 per 100.
(By Parcel Post, 10c per doz. extra.)

Gesneriana Spathulata—Superb dazzling scarlet, with blue-black base, one of the best May-flowering tulips; popular bedder. Ht. 24 in.
Inglescombe Pink—Salmon pink, distinct pale blue base; beautiful. Ht. 23 in.
Inglescombe Yellow—Also called Yellow Darwin; canary yellow; perfect flower. Ht. 18 in.
La Merveille—Fine terra-cotta, shaded orange red; large flower, handsome.
Picotee (Maiden's Blush)—Creamy white, faintly edged pink, large pointed flower. Ht. 20 in.

Dutch Hyacinths

The Hyacinth is one of the most popular of the fall bulbs and commands a place in every home garden. There is nothing more attractive than a planting of them, with their brilliant colors, ranging through nearly every shade of red, white, yellow and blue, and their fragrance together with their long keeping qualities and decorative appearance. They may be followed in the house as early as January and a succession of bloom may be secured until April by planting at suitable intervals.

Price: Each 20c; Doz., \$1.75; 100 for \$12.00.
(By Parcel Post, Add 10c Per Dozen.)

Czar Peter—Exquisite light lavender blue; a lovely color.
Enchantress—Sky-blue, with lighter center; one of the finest light blue sorts.
King of the Blue—The finest of the rich deep blue varieties.
L' Innocence—Deservedly the most popular of the pure white sorts, of erect sturdy habit and good for all purposes.
La Grandesse—Considered the finest of all whites. Bells and spike very large.
La Victoire—Rich crimson lake; small bells but long and compact spike; probably the finest crimson variety.
Rio des Belges—Brilliant crimson scarlet; a grand bedding sort; holding its color longer than other sorts.
Yellow Hammer—Golden yellow; very fine truss.

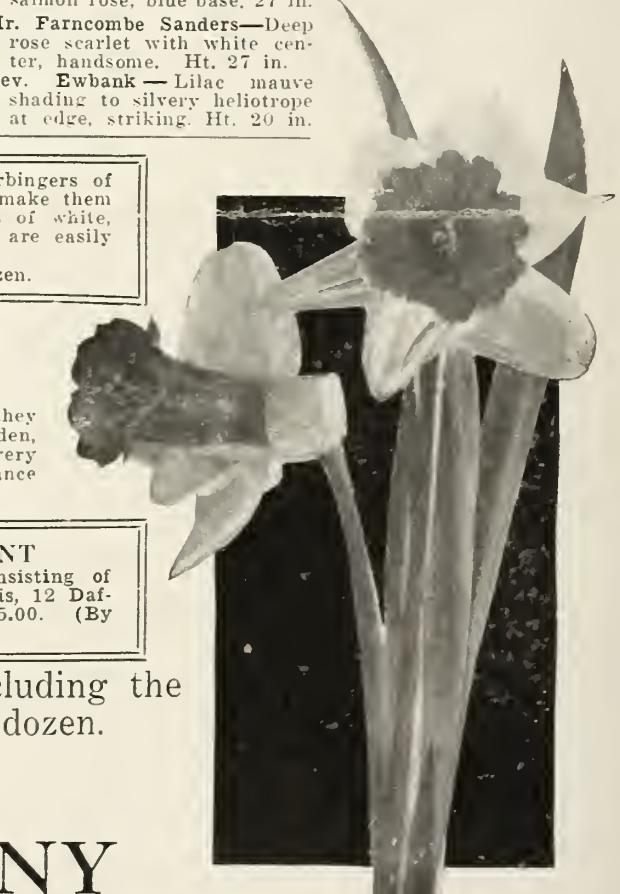
HYACINTH SPECIAL
Our selection of 12 choice bulbs, 3 pink or red, 3 white, 3 blue, 3 yellow for \$1.25. (By mail 10c extra.)



Dutch Hyacinth

CROCUS BULBS—Crocuses are the harbingers of spring, and the great variety of colors make them very attractive when planted in masses of white, blue, yellow and purple striped. They are easily flowered in the house in winter.

Price: Choice of Any Color, 35c per Dozen.



Choice Narcissus or Daffodils

These are among the most charming of our spring flowers, that all conditions seem to suit, although they seem to have a preference for good deep soil and semi-shaded positions. Every vacant corner in the garden, grass, or among the trees could not be used to a better advantage than by filling with Narcissus, and every border should have a number of clumps interspersed through it. They will furnish cut flowers in abundance and readily establish themselves permanently.

SPECIAL \$2.00 ASSORTMENT
Our selection of 25 Choice Bulbs, consisting of 4 Tulips, 4 Hyacinths, 4 Crocus, 4 Daffodils, 4 Iris, 4 Freesias and 1 Peony for \$2.00. (By mail 15c extra.)

SPECIAL \$5.00 ASSORTMENT
Our selection of 75 Choice Bulbs, consisting of 12 Tulips, 12 Crocus, 12 Hyacinths, 12 Iris, 12 Daffodils, 12 Freesias and 3 Peonies for \$5.00. (By mail 20c extra.)

Selected Bulbs of the best introductions of the Holland growers, including the finest of the Giant Trumpet sorts, generally sold at \$2.00 to \$5.00 per dozen.

Our Price, Extra Special: 85c per dozen; \$6.00 per 100.

(Postage, 10c per dozen extra.)

ORDER THEM NOW FROM THE "OLD RELIABLE"

MEMPHIS FLORAL COMPANY

MEMPHIS, TENN.

Store:
54 S. Main St.

Greenhouses:
College and Walker

Trumpet Narcissus